

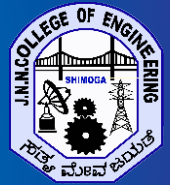


National Education Society ®

**Jawaharlal Nehru National College of Engineering**

Shivamogga, Karnataka (India)

(Approved by AICTE, New Delhi, Certified by UGC 2f & 12B, Accredited by NAAC –'B',  
Recognized by Govt. of Karnataka and Affiliated to VTU, Belagavi)



Internal Quality Assurance Cell (I.Q.A.C)

**DEPARTMENT OF MANAGEMENT STUDIES**

International  
Conference on

**Banking, Financial  
Services &  
Insurance**

- towards new business  
ideas & sustainable,  
scalable business models !

**IC-BFSI  
2020**



**17th & 18th  
January, 2020**



## NATIONAL EDUCATION SOCIETY (NES)

Established in 1946 by Freedom Fighters and Philanthropists of high repute, presently runs 35+ institutions, from primary to PG Levels, in a wide range of disciplines such as Engineering, Science, Pharmacy, Commerce, Humanities, Social Sciences, Education, Law, Business Administration, Physical Education and Applied Sciences.

## JAWAHARLAL NEHRU NATIONAL COLLEGE OF ENGINEERING (JNNCE)

A premier institute in Malnad region offering Technical and Management Education, established in 1980. JNNCE is ranked as one of the top colleges in the country, as under:

- \* Chronicle Magazine : 18<sup>th</sup> in India with A+ Grade
- \* Outlook Magazine : 48<sup>th</sup> in India and 7<sup>th</sup> in Karnataka
- \* India Today : 34<sup>th</sup> in India and 7<sup>th</sup> in Karnataka
- \* The Week : 31<sup>st</sup> in India and 9<sup>th</sup> in Karnataka

## DEPARTMENT OF MANAGEMENT STUDIES

Started in the year 1996, the Department has achieved 23 years of excellence. The Department offers full time Master of Business Administration course affiliated to VTU, and approved by AICTE. The Department emphasises on Building Competence and Character, Focus on 100% Results, Personal and Professional Skill Development, Employability and Placement. The Department has 12 core faculty with excellent academic and research credentials with rich industry experience and has so far bagged 8 university ranks.

## ABOUT THE CONFERENCE

**BFSI** is an acronym for **Banking, Financial Services and Insurance** and popular as an industry term for those companies who provide a mix of financial products or services. Banking may include core banking, retail, private, corporate, investment, cards and the like. Financial Services may include stock-broking, payment gateways, mutual funds etc. Insurance covers both life and non-life.

BFSI sector in India is valued at Rs. 81 trillion and is likely to become fifth largest in the world by year 2020 and third largest by year 2025. However, BFSI sector is facing challenges also. One of the most important challenges is of demand and supply and the services are not reaching to certain sections of the population which is rural and doesn't have access to banking, thus hindering the growth of BFSI sector.

Technology is allowing the BFSI industry to reach out to new markets and offer novel products and services through efficient delivery channels. On the other hand, data security and availability of information updates is critical to banking and insurance business, mandating high network uptime, rapid fault detection and quick problem resolution. The banking and financial industry is also challenged by the large number of existing legacy systems in its infrastructure. The vertical thus has a unique set of requirements and challenges. With the help of investor awareness environment and strict regulations and plenty of positive measures, unlimited opportunities will come on way to BFSI sector and now with just providing a vanilla banking services, the entire BFSI sector will transform to 'anytime anywhere banking'.

This Conference provides a platform to present an overview of BFSI domain, covering **Regulatory, Operational, Technological, Marketing, HR and International** dimensions- and is designed to help participants deliberate meaningfully on key concepts, developments, issues, and challenges associated with the BFSI industry, and programmes & strategies employed to handle them. It will identify the main sectors of the BFSI industry and its business drivers, and review the key aspects of the industry business model, its competitive environment, and the current trends. The Conference seeks to help participants build strong domain competencies and learn some of the industry trends and best practices spanning governance, strategy, operations, technology, marketing, HR and international issues associated with different segments of BFSI domain. It aims to have in-depth knowledge-sharing and passionate debate upon various dimensions of the sector and ways forward to shape a robust BFSI system along key track themes of the programme.

## OBJECTIVES

- To provide a platform for policymakers, practitioners, academicians, researchers, and students for intellectual discourse and for presentation of their research ideas and enhance the knowledge in the domains of Banking, Financial Services and Insurance;
- To identify and get enlightened on the required technologies to address particular problems in BFSI sector;
- To understand the changing landscape of BFSI in the current business scenario.

## THEMES & SUB-THEMES

### Track 1 : Regulatory Environment of BFSI

- Reforms in BFSI Sector
- Bank Licensing Policy
- Bank Consolidation Plans
- Demonetisation & Disruption in Financial System
- Financial Inclusion & Micro-finance
- NBFCs – Regulation & Development
- Risk Management in Banking & Insurance
- Crypto Currency/Virtual Currency
- Financial Frauds/Ethics in Finance
- New Tax Regime (DTC & GST)
- Partnerships & Creation of Ecosystems

### Track 2 : BFSI - Operations

- Customized Products and Value Propositions
- Investment Banking
- Social Security, Medical and Health Insurance
- Asset & Wealth Management
- Mutual fund, Equity, Derivatives and F&O
- NPA Management
- Financial Reporting & IFRS/IndAS
- Investors Education & Protection
- Corporate Social Responsibility

### Track 3 : BFSI - Technology

- Fintech & Insurtech - Leveraging Digitization to Re - Imagine Business Processes
- Cloud & Automated Services
- Disruptive Advances in Blockchain, Wearables, Big Data, bots, IoT, AI, ML
- Digital Experiences for New Age Customers
- UPI & New Payment Gateways
- Cyber Security
- Product Innovations & Inventions

- Business Analytics
- Green Technologies for Business Presentation

### Track 4 : BFSI - Marketing

- Distribution Dynamics & New Innovative Channels
- Branding of BSFI Products
- Bancassurance
- Customer Relationship Management
- Service Quality in BSFI

### Track 5 : BFSI - HR

- Talent Acquisition & Management
- Employee Retention and Career Progression
- Employee Union and Bargaining
- Managerial Compensation & Incentives
- Gender Diversity & Innovations at Workplace

### Track 6 : BFSI - International Scenario

- Global Financial Integration
- Commodities and Energy Finance
- Financial Crisis and Public Policy
- Foreign Currency Market
- FDI for Vital and Strategic Sectors

## PARTICIPANTS

Academicians, Economists, Entrepreneurs, Industry Professionals, Practitioners, Consultants, Technocrats, Research Scholars and PG students from Commerce, Industry, Taxation, Banking, Financial Services, Insurance, Public Administration, Business Management & Social Science disciplines.

### Benefits of Participation

The participants are expected to get opportunity to-

- expand their knowledge base.
- get expert opinion on their research work.
- expand their Professional Network.
- Get their research papers published in Institute's journal (having ISSN).
- position themselves as experts or as co-chair person in one of conference tracks.
- Expand their intellectual resources.

## IMPORTANT DATES

- Submission of Full-length Paper : 10<sup>th</sup> December, 2019
- Communication of Acceptance : 26<sup>th</sup> December, 2019
- Last date for Author and Delegate Registration : 5<sup>th</sup> January, 2020
- Conference Days : 17-18 January, 2020

## PAPER SUBMISSION GUIDELINES

- \* All papers should be original work of the authors and should not have been previously published or under review with any academic publication and the final papers should not exceed 5000 words (excluding references) and should contain an abstract (not exceeding 300 words) and a maximum of five key-words. A paper may have not more than three co-authors.
- \* All papers will go through blind review and based on the recommendations of the reviewers, acceptance of papers will be communicated to the corresponding author. Papers would be judged by a set of criteria including, originality and contribution for the conference theme and to the issues under the relevant tracks.
- \* Selected papers will be published in **JNNCE Journal of Engineering & Management** (ISSN : 2582-0079 ; indexed in International Scientific Indexing with Impact Factor of 1.025) subject to the final decision of the journal editors.
- \* Papers may be e-mailed to : [icbfsi.jnmba@gmail.com](mailto:icbfsi.jnmba@gmail.com) on or before 10th December 2019

## REGISTRATION

- \* The authors (s) of the accepted papers are requested to register for the conference by paying the registration fee as mentioned below on or before **5<sup>th</sup> January 2020**. In case a paper has multiple authors (2 or 3), then at least one (1) author need to register for the conference separately for the issuance of certificate and consideration for publication in the conference proceedings.

## REGISTRATION FEES

Category of Delegates	Registration Fees
Corporate Delegates	Rs. 3,000
Faculty Delegates	Rs. 2,000
Research Scholars & PG Students	Rs. 1,000

Registration fee may be remitted by NEFT as per the following details :

In favour of : The Principal, JNNCE  
Bank : Canara Bank  
Branch : JNNCE Campus Branch,  
Shivamogga  
Current Account No : 6322201000004  
IFS Code : CNRB0006322

- \* Filled : in Registration Form and payment details may kindly be sent to :

## ADDRESS FOR COMMUNICATION

**Dr. Srikant G. Sugur,**

Asst. Professor-MBA

Conference Organizing Secretary

Dept. of Management Studies,

JNNCE, Shivamogga - 577204 (Karnataka – India)

Mob : 9480296622

E-Mail : [icbfsi.jnmba@gmail.com](mailto:icbfsi.jnmba@gmail.com)

## ORGANIZING TEAM

**Chief Patrons :**

**National Education Society ®, Shivamogga**

**Patrons :**

1. **Dr. H.R. Mahadevaswamy**, Principal, JNNCE
2. **Dr. L.K. Sreepathi**, Vice Principal, JNNCE

**Conference Chair :**

**Dr. C. Srikant**, Director-MBA

**Conference Convener :**

**Dr. M.G. Krishnamurthy**, Professor-MBA

**Conference Organizing Secretary :**

**Dr. Srikant G. Sugur**, Asst. Professor-MBA

## ORGANIZING COMMITTEE

1. **Dr. Lakshmeesha Kanti K.S.**
2. **Mrs. C.K Anuradha**
3. **Dr. Subhadra P.S.**
4. **Dr. D.K. Vikrama**
5. **Dr. Srinivasa Murthy B.V.**
6. **Dr. V. Vikram**
7. **Dr. Ravisha N.S.**
8. **Dr. Santosha**
9. **Mrs. Aishwarya V Hittanagi**





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**17<sup>TH</sup> & 18<sup>TH</sup> JANUARY, 2020**

**REGISTRATION FORM**

Name: .....

Qualification : .....

Designation : .....

Address : .....

Mobile no : .....

Email ID : .....

Research Area : .....

Teaching/Research Experience : .....

Participation only : Yes / No

Presenting a paper : Yes / No

Title of the paper : .....

Details of Online Transaction/DD.....

Name of the Bank.....

UTR/IMPS Reference No. with Date :

Place :

Date :

Signature